

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

MLS 2113 – SEMIOTIC STUDIES

(All sections / Groups)

12th October 2019

2.30pm – 4.30pm

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of Four (4) pages including this page, with Four (4) Questions only. This paper contributes 40% to your final marks for the subject.
2. The duration of the examination is 2 hours (120 minutes) only.
3. Answer All FOUR (4) Questions.
4. Please print all your answers clearly in the Answer Booklet provided. Make sure you print your ID number on the Answer Booklet clearly before submitting it.

Answer All Four (4) Questions and all parts of each question.

(40 pts)

Question One. (10pts)

Elucidate the below Semiotic Terminologies.

1. Signifier:
2. Sign:
3. Iconic signs:
4. Indexical Signs:
5. Denotation:
6. Connotation:
7. Syntagmatic relations:
8. Myths:
9. Codes:
10. Ideologies:

(10x 1pts)

Question Two. (10pts)

1. Compare the difference between 'look' and 'gaze' according to Jonathan Schroeder. (2pts)
2. What is a 'male gaze' based on Laura Mulvey's 1975 essay titled 'Visual Pleasure and Narrative cinema'? (2pts)
3. Differentiate the ways a feminist thinks about the 'male gaze'. (3 pts)
4. How does 'male gaze' operate as a code in advertising? (3pts)

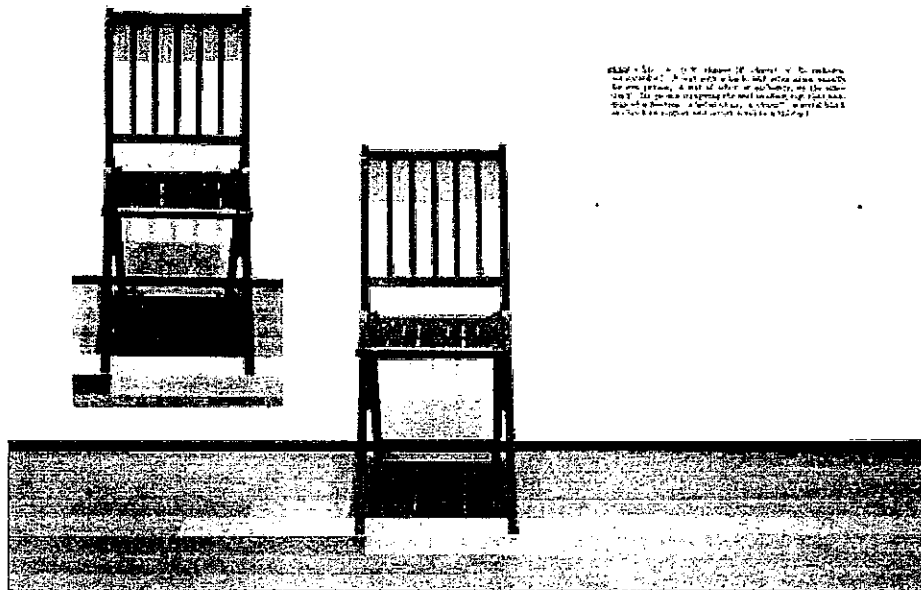
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Question Three. (10pts)

1. Following Edward Said's argument, how is "Orientalism" defined? (3pts)
2. According to Said, what is the justification for the West to 'orientalise' and dominate other cultures? (3pts)
3. Provide with comparison Two (2) examples of features used in film narrative that signify 'orientalised' non-Western culture. (2 x 2pts)

Question Four.

Part 1.



"*One and Three Chairs*, 1965, is a work by Joseph Kosuth. An example of conceptual art, the piece consists of a chair, a photograph of this chair, and an enlarged dictionary definition of the word "chair". The photograph depicts the chair as it is actually installed in the room, and thus the work changes each time it is installed in a new venue."

Appraise the above artwork by Joseph Kosuth using the semiotic concepts of signs developed by Charles S. Peirce, i.e. Icon, Index and Symbols. (5pts)

Continued

Part 2.

Provide a critical analysis and discussion of the following print advertisement using Roland Barthes' approach. (5pts)

MASSIMO
The Italian Baker

Wake Up To Massimo

The new wheat germ loaf that's good for your heart

MASSIMO
The Italian Baker
SANDWICH LOAF
WITH WHEAT GERM

RM2.50

Massimo Sandwich Loaf with Wheat Germ is added with the heart healthy goodness and aroma of wheat germ. Each Massimo loaf is baked to perfection the traditional way, with as much passion and insistence on quality ingredients that Italian bakers are known for.

Wholesome Goodness. Maximum Satisfaction.

WHEAT GERM IS GOOD FOR YOU

www.theitalianbaker.com.my

*Packaging is predominantly green, with stripes of green, white and red.

Logo 'MASSIMO' is white text on a red oval with green outline. The graphics of 'wheat germs' above and below the MASSIMO text is golden yellow.

End of Paper.